Revision: English for Written communication

1. **What is communication?**
   Communication is defined as giving, receiving or exchanging information, opinions or ideas so that the message is completely understood by everybody involved.

2. **List problems in communication**
   - Status & role: one way communication in hierarchy
   - Cultural difference: technical and medical jargons or Google work environment
   - Choice of communication: using the wrong medium (phone) to communicate
   - Length of communication
   - Use of language: grammar, vocabulary
   - Disabilities: hearing and sight
   - Known or unknown receiver
   - Individual perception/attitudes/personalities: racial difference / labeling people according to their looks, false perception
   - Atmosphere/noise/distraction
   - Clarity of message
   - Lack of feedback

3. **What is written communication? Why is it Important compared to oral communication? (4 marks)**
   Written communication is a form of communication written using symbols between people or groups. It is important for
   - For record purpose
   - Legal issues
   - For reference purpose
   - Purpose of clarity (pictures, authority, etc)
   - To be formal

4. **What are the good practices that increase the effectiveness of communication? (4 marks)**
   **Ways to improve effective communication**
   - Continually practice writing in the language
   - write with a clear purpose that meets the needs of the reader
   - decide what you want to say and put this in a logical and suitable sequence
   - Use words, sentences, paragraphs and layout to convey your meaning concisely, courteously and confidently
   - Edit your own work critically.
   - written work must undergo three important stages
     - planning,
     - Writing, and
     - editing.

5. **Difference between email and letter (4 marks)**
   E-mail is short for electronic mail and is a method of composing, sending and receiving messages over electronic communication systems.
   - No set format in email
   - Used mostly for informal use
   - Faster way compared to letter
   - Cheaper

   Letter is a form of written communication where with a specific format sent from one party (individual or organization) to another.
6. **Why can’t phone call replace letter?**
   Sometimes verbal communication may fail us. We do not receive the necessary response from the receiver. This could be due to the noise in the message, that is, the message is not understood due to the language barrier or it may be wrongly interpreted. In the case of letter, it can be planed and can write in good English, also can be used as official document. It can be traced and can be documented for later reference.

7. **What is persuasive writing? Why do we use persuasive writing? (4 marks)**
   Persuasive writing is writing that sets out to influence or change an audience’s thoughts or actions. It attempts to persuade a reader to adopt a certain point of view or to take a particular action. The argument must always use sound reasoning and solid evidence by stating facts, giving logical reasons, using examples and quoting experts.

8. **List two type of persuasive writing and briefly explain. (4 marks)**
   
   **3 types of persuasive writing are Assertion, concession & proof**

   **Assertion:** An assertion when the writer asserts a certain opinion to the reader. The assertion may state the problem or controversy and may appear clearly and succinctly.

   **Concession:** the writer should remember that there are other views that different from the writers views. Failure to include them may indicate to readers that the writer is either ignorant or dishonest. The writer does not have to defend the opposing side but fairly and reasonably state what these views are.

   **Proof:** it is similar to the body of the expository essay, which presents the thesis statements support.

9. **Reasons for and Purposes of Persuasive Writing**
   There are, in fact, many reasons and purposes for persuasive writing. The first reason is to influence or change an audience’s thoughts or actions. Through our writing, we want people to believe us, remember what we have written and take the necessary action based on our written work. How convincingly we put our arguments into words will determine whether our document will work or otherwise. To do this, we need to appeal to their reason, emotions and their good character.

10. **What are the three appeals used in persuasive writing?**
    
    **(a) Appeal to Reason**
    Remember that an argument is an appeal to a person’s sense of reason; it is not a violent fight, dispute or disagreement. It is a measured, logical way of trying to persuade others to agree with you. One thing to remember is that there are at least two sides to every issue. If you take the attitude that there is only your side, you are likely to alienate your reader.

    **(b) Appeal to Emotion**
    This logical appeal is an extremely persuasive tool. One way of evoking emotion in our reader is to use vivid images.

    **(c) Appeal to Good Personality/Character**
    The last example is appeal to our good personality. The moral/ethical is based on the audience’s perception of the speaker. There fore audience must trust the speaker in order to accept the arguments.

11. **What is an executive summary? What are the steps that you need to follow when you write an executive summary? What is the difference between an executive summary and an abstract?**
    
    An executive summary may be called an abstract when it accompanies a scholarly document, although there are differences. The definition of an abstract is helpful; an abstract is a shortened form of a work that retains the general sense and unity of the original. Generally, this definition could be applied to an executive summary with one major difference. An abstract is basically a miniature version of the original and it looks like the original. An executive summary goes beyond this: it seeks to let the reader in on what the real significance of the report is · what is the reader expected to respond to? The reader is a decision-maker who will have the responsibility of deciding on some issue(s) related to the report.
Executive summaries are like other summaries in that their main goal is to provide a condensed version of the content of a longer report. The key difference, however, is that executive summaries are written for someone who most likely DOES NOT have time to read the original. Since they do not have the time to go through the lengthy report, the solution to this problem is the executive summary. The executive summary is usually no longer than 10% of the original document. It can be anywhere from 1 to 10 pages long, depending on the length of the report. They are self-contained, stand-alone documents.

12. What is feasibility study? What’s the benefit of feasibility study?

A feasibility study is designed to provide an overview of the primary issues related to a business idea. The purpose is to identify any make or break issues that would prevent your business from being successful in the marketplace. In other words, a feasibility study determines whether the business idea makes sense. A feasibility study can also be considered a brief formal analysis of a prospective business idea. The goal of a feasibility study is to give the entrepreneur a clear evaluation of the potential for sales and profit of a particular idea. Therefore, feasibility analyses focus on market size and shares, competing products or services, the pricing structure and the likely sales and profits of the prospective business.

Benefits
- map out for lender your proposal’s strengths and potentials
- realistically analyses the impact of expansion
- show you the pros and cons of your idea
- Analyze the business data.

A feasibility study looks at three major areas:
- Market issues.
  You cannot substantiate through research that the adequate demand for your product or service exists, or if you cannot obtain sufficient quantity to meet expected demand, then your project is not feasible. You should not continue to the next step of the feasibility study. If the project is not feasible, you should cease pursuing the matter.
- Organizational/Technical issues.
  As all subsequent decision depend on the organization’s legal business structure, the first question is critical and should be answered before you begin whatever options you have.
  The cost and availability of technology may be of critical importance to the feasibility of a project or it may not be an issue at all.
- Financial issues.
  - Start-up costs: Costs incurred at start of new business.
  - Operating costs: Ongoing costs, such as rent, utilities, and wages.
  - Revenue projections: How will you price goods and services?
  - Source of financing: Need to borrow money?
  - Profitability analysis: will the business bring enough revenue? will it be breakeven or loss or make profit.

13. Describe the process of writing business letter?

The process of writing business letters involves basically the same steps that go into most other on-the-job writing. 
(a) First, establish your purpose, your reader’s needs and your scope.
(b) Second, prepare an outline. For a letter, an outline may involve little more than jotting down on a note pad, the points you wish to make and the order in which you wish to make them.
(c) Third, write a rough draft from the outline.
(d) Fourth, set the draft aside for a “cooling” period. The cooling period is especially important in the case of a letter written in response to a problem. Business letters are not the place to vent emotions.
(e) In the fifth step, revise the rough draft, go over your work carefully, checking for sense as well as grammar, spelling, and punctuation. Since format (the arrangement of the parts of a letter on the page) is a basic element in letter writing, it is a good idea to type out a preliminary copy of the letter on paper that is the same size as the stationery you will be using.
14. What are the two styles of business letter?

**Full block style:** Every line being at the left margin and is suitable only with letterhead stationery.

**Modified block style:** the return address, date and complementary close are placed to the right of the center of the page. The remaining elements are aligned at the left margin.

15. Collaborative Writing.

   a. How you can encourage other people to work as a team?

   - Learning each other, making goals. Democracy is an aspect of team building.
   - By analyzing each member has the same interpretation of the task.
   - Keep the writing on a schedule, divide to sections. 1) Group work vs individual. 2) Equivalency of task. 3) best use of individual skill.
   - Time should be the 1st priority of any task, dead line effect group writing.
   - What are the steps to be taken, what are the rules, what to edit and not to edit?
   - Agreement or disagreement seems to occur in all the stages. Group need to face these conflicts with patience, understanding and respond to them directly.

![Figure 10.2: Characteristics of effective team communication](image)
b. **What are the three stages of collaborative writing?**
   - Intervention stage
   - Revision stage
   - Drafting stage

c. **Which collaborative strategy is the most ideal for the intervention stage/revision stage/drafting stage? Which stage is best?** *(Revision stage strategies is very important for exam)*

   **Intervention stage:**
   **Strategy: note sharing and preliminary debating.** In the note sharing strategy, learners can brainstorm about the topics first by sharing note. They can trade notes and materials with the others. Learners using the preliminary strategy, on the other hand, prepare a debate/idea on a topic as preparation for writing papers. Members of the group gather support for their positions, which then becomes shared materials for papers.

   **Revision stage:**
   3 Strategies:
   1. **Chunk Model**
      The “chunk” model approach merely divides the writing of a project into sections, with each student writing one part. The advantage of this model is that everyone participates, but the danger is that the product will result in an incoherent paper. Thus, group members should be aware of matters to be written, such as its introduction, conclusion and transitions.

   2. **Blended Model**
      In the “blended” model, the approach will only work if learners have enough time to work together. They have to be present in the same place and discuss every aspect of the paper.

   3. **Compiler Model**
      In the “complier” model, each group member does the whole assignment. Each member’s work is to be assessed and the final best product will be selected out of the group to create the final draft.

   **Drafting stage:**
   - The group members can revise one another’s drafts.
   - The best writer of the group can become the chief editor of the draft.
   - Other group members can give comments or suggestions.

16. **Report scenario will be given in exam.**

   a) **How you would gather information based on the scenario?**

   Answer will be in general.....

   You’ll probably look for factual information, and perhaps other people's experiences, theories, ideas and opinions. Refer to any reading list you've been given.

   Sources of information that may be useful for a report are:
   - Lecture notes (from lectures directly or indirectly related to your topic)
   - Internet
   - Books, journals, research projects and periodicals
   - Surveys and questionnaires
   - Media (television, radio, video, newspapers)
   - Interviews with individuals in the field
   - Field work / first-hand experience

![Figure 4.2: Tips for basic data gathering](image-url)
As you look for information:

- Refer to your outline plan, and the key questions that you want to answer. This will help you to keep focused, and ensure that you spend time reading only material that is likely to be relevant.
- Bear in mind the number of words you expect to include in each section of your report. This can be a rough guide to the amount of information you need.

  \textit{b) Description/structure of the report outline.}

  Your outline should contain descriptive headings of each significant part of the report and your expanded outline should show the:
  \begin{itemize}
  \item complete scope of the report;
  \item Relation of the various parts of the work discussed;
  \item Amount of space to be given to each part;
  \item Order of treatment;
  \item Places for inclusion of illustrations; and
  \item Conclusions.
  \end{itemize}

  There is really no “real” way of drawing an outline or even to start drawing one.

  \begin{itemize}
  \item Main Heading
  \item Subheading
  \item Run-in heading: This heading is indented on the same line as the first line of the paragraph.
  \item Below run-in heading: This heading is indented on the same line as the first line of the paragraph.
  \end{itemize}

  \textit{c) How to make report convincing to people?}

  \begin{itemize}
  \item Clear;
  \item Concise;
  \item smooth flowing
  \item written from an objective point of view.
  \end{itemize}

  To make your report clear to your readers, arrange your paragraphs and reporting the following manner:

  \begin{itemize}
  \item Tell them what you are going to tell them in the introduction.
  \item Tell them what you want to tell them in the body of your report.
  \item Tell them what you have told them in a summary or conclusion.
  \item Tie your parts together by telling them what you want to do next at the end of each section.
  \end{itemize}